

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Vincent R. Koser	§	Group Art Unit:	4127
		§		
Serial No.:	10/631,181	§		
		§	Examiner:	Rodney M. Henry
Filed:	July 31, 2003	§		
		§		
For:	SYSTEM AND METHOD FOR EXECUTION OF CUSTOMER- SPECIFIC MARKETING, DISCOUNTS, AND PROMOTIONS	§	Atty. Dkt. No.:	11446.10
		§		

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION MAILED OCTOBER 29, 2007

This is a reply to the Office action mailed October 29, 2007, in this application. After entering the amendments below, please reconsider this application and allow all claims.

A Listing of Amended Claims begins on page 2 of this reply.

Remarks/Arguments begin on page 7 of this reply.